A. P. Groll
Account Manager
Voice Mail: #51565

November 3, 1997

To: Gerard Corsini
Re: Work-With: 11/3/97

Dear Gerard,

I truly enjoyed our work-with today. While I told you that I liked being out on the trade generally, it was particularly good to spend a day with a representative who knows his accountabilities and has a plan to accomplish them. Although we did not discuss it, you clearly enjoy your work and your dealings with your customers. This serves you well in terms of the relationships you are forming in your new assignment. I was also impressed with your grasp and use of the tried and true "Guaneri-ism" ("A carton opened is a carton sold"). This is a concept that you obviously subscribe to.

One of the things that we did discuss is the importance of pricing the full-price and savings brands on your permanent counter displays. We and our competitors discount heavily and it is critical that our offers are communicated to consumers. I'm sure that you will follow-through on this important call-activity.

Once again, Gerard, I thoroughly enjoyed the day. As I told you this afternoon, I can rest easy knowing that you are responsible for six Love Stores. You did a fine job in the three we called on today and I'm sure the other three will turn out well too.

I look forward to working with you again. If I can be of assistance to you, please do not hesitate to voice-mail me.

Sincerely,

Art Groll

cc: D. Figueroa
J. Guaneri

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